



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Morgan, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Southern Satellites	24.7%	Population	115,430	118,521
Salt of the Earth	10.9%	Households	46,123	47,698
In Style	9.1%	Families	32,681	33,224
Midland Crowd	7.9%	Median Age	38.6	39.9
Aspiring Young Families	6.8%	Median Household Income	\$43,714	\$48,089

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	69	\$1,891.28	\$87,231,698
Men's	71	\$353.80	\$16,318,430
Women's	66	\$638.65	\$29,456,518
Children's	75	\$331.33	\$15,282,022
Footwear	61	\$309.45	\$14,272,790
Watches & Jewelry	72	\$142.46	\$6,570,798
Apparel Products and Services <sup>1</sup>	78	\$115.59	\$5,331,140
<b>Computer</b>			
Computers and Hardware for Home Use	74	\$162.82	\$7,509,524
Software and Accessories for Home Use	72	\$21.56	\$994,242
<b>Entertainment &amp; Recreation</b>	78	\$2,686.54	\$123,911,479
<b>Fees and Admissions</b>	71	\$434.49	\$20,039,940
Membership Fees for Clubs <sup>2</sup>	73	\$115.53	\$5,328,787
Fees for Participant Sports, excl. Trips	73	\$82.75	\$3,816,736
Admission to Movie/Theatre/Opera/Ballet	69	\$102.93	\$4,747,354
Admission to Sporting Events, excl. Trips	74	\$42.65	\$1,967,322
Fees for Recreational Lessons	69	\$90.62	\$4,179,741
<b>TV/Video/Sound Equipment</b>	79	\$915.69	\$42,234,432
Community Antenna or Cable Television	81	\$543.70	\$25,077,296
Color Televisions	74	\$102.06	\$4,707,169
VCRs, Video Cameras, and DVD Players	79	\$30.54	\$1,408,813
Video Cassettes and DVDs	78	\$47.59	\$2,194,892
Video Game Hardware and Software	78	\$25.72	\$1,186,302
Satellite Dishes	77	\$1.18	\$54,650
Rental of Video Cassettes and DVDs	77	\$46.02	\$2,122,392
Sound Equipment <sup>3</sup>	72	\$114.50	\$5,281,168
Rental and Repair of TV/Sound Equipment	76	\$4.37	\$201,750
Pets	84	\$368.12	\$16,978,628
Toys and Games	81	\$146.34	\$6,749,830
Recreational Vehicles and Fees <sup>4</sup>	85	\$387.87	\$17,889,607
Sports/Recreation/Exercise Equipment <sup>5</sup>	72	\$165.06	\$7,613,285
Photo Equipment and Supplies <sup>6</sup>	78	\$106.74	\$4,923,031
Reading <sup>7</sup>	76	\$162.23	\$7,482,726
<b>Food</b>	79	\$6,628.27	\$305,715,842
<b>Food at Home</b>	79	\$3,997.60	\$184,381,256
Bakery and Cereal Products	79	\$573.62	\$26,457,260
Meat, Poultry, Fish, and Eggs	80	\$1,055.45	\$48,680,565
Dairy Products	79	\$436.57	\$20,135,990
Fruit and Vegetables	77	\$670.90	\$30,943,898
Snacks and Other Food at Home <sup>8</sup>	81	\$1,261.05	\$58,163,543
<b>Food Away from Home</b>	78	\$2,630.67	\$121,334,586
Alcoholic Beverages	74	\$458.12	\$21,129,688
Nonalcoholic Beverages at Home	81	\$353.99	\$16,327,017



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	70	\$1,037.31	\$47,843,891
Vehicle Loans	85	\$5,249.31	\$242,113,827
<b>Health</b>			
Nonprescription Drugs	83	\$101.60	\$4,686,050
Prescription Drugs	91	\$525.95	\$24,258,460
Eyeglasses and Contact Lenses	81	\$67.65	\$3,120,315
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	74	\$6,475.26	\$298,658,378
Maintenance and Remodeling Services	75	\$1,470.57	\$67,827,284
Maintenance and Remodeling Materials <sup>10</sup>	85	\$317.37	\$14,637,905
Utilities, Fuel, and Public Services	82	\$3,598.79	\$165,987,017
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	75	\$104.62	\$4,825,589
Furniture	74	\$475.53	\$21,932,847
Floor Coverings	72	\$65.09	\$3,002,066
Major Appliances <sup>12</sup>	80	\$236.49	\$10,907,815
Housewares <sup>13</sup>	73	\$76.62	\$3,534,145
Small Appliances	80	\$29.40	\$1,356,150
Luggage	70	\$7.25	\$334,341
Telephones and Accessories	68	\$32.54	\$1,500,679
<b>Household Operations</b>			
Child Care	71	\$296.14	\$13,658,987
Lawn and Garden <sup>14</sup>	86	\$385.97	\$17,802,113
Moving/Storage/Freight Express	72	\$38.25	\$1,764,151
Housekeeping Supplies <sup>15</sup>	82	\$629.27	\$29,023,837
<b>Insurance</b>			
Owners and Renters Insurance	85	\$408.13	\$18,824,141
Vehicle Insurance	80	\$1,174.02	\$54,149,492
Life/Other Insurance	83	\$531.46	\$24,512,424
Health Insurance	85	\$1,679.08	\$77,444,407
Personal Care Products <sup>16</sup>	78	\$369.79	\$17,055,951
School Books and Supplies <sup>17</sup>	76	\$91.80	\$4,233,918
Smoking Products	88	\$426.38	\$19,666,093
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	84	\$4,805.61	\$221,649,007
Gasoline and Motor Oil	84	\$1,708.86	\$78,817,722
Vehicle Maintenance and Repairs	78	\$833.45	\$38,441,347
<b>Travel</b>			
Airline Fares	69	\$283.11	\$13,058,112
Lodging on Trips	75	\$306.81	\$14,150,848
Auto/Truck/Van Rental on Trips	68	\$29.69	\$1,369,512
Food and Drink on Trips	76	\$356.62	\$16,448,434

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.